

# PAUL SHAFFER'S DAY IN ROCK



## Paul Shaffer's Day In Rock.

Paul Shaffer's Day in Rock illustrates the daily history of rock according to longtime David Letterman musical director and sidekick Paul Shaffer. This daily vignette draws on Shaffer's vast musical knowledge and ability to comment on the history of rock from his unique perspective. It is the perfect benchmark feature that can be programmed throughout the day.

**DETAILS:** Offers Unique Sponsorship Opportunities, Custom Liners, Celebrity Musician Guest Hosts, and Seven Features Per Week.

**LISTENER PROFILE:** Targeting A25-54, Skews Male (60%).

**STATS:** Primary Format – Classic Rock/Hits and On 37 Total Stations. Indexing In Markets Like: Phoenix, St. Louis, Salt Lake City, Columbus, and Oklahoma City.



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